PHILIP MORRIS SHARE
PROJECTED STARS VERSUS SHIPMENTS
VARIANCE EXPLANATION

	STARS	SHIPMENTS	DIFF
FY 1996	47.80	47.77	
YTD 1997 (4/97)	48.23	48.45	
DIFFERENCE	0.43	0.68	-0.25
April promotional Shipments			0.13
Post. Manf List Price Increase			*0.10*
Excess Inventory			
10 Vs. 7 Trade Classes			0.03
ADJUSTED DIFFERENCE			0.01

Preliminary draft for discussion purposes only 6/5/97

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Source: https://www.industrydocuments.ucsf.edu/docs/znnm0004